

HOW TO MEASURE DATA

AS AN ORGANIZATIONAL ASSET

BENEFITS OF MEASURING DATA AS AN ASSET



Help support **investments** for data-related programs



Determining its value helps an organization define a **budget** to protect it



Can be included in an organization's overall **business valuation**

11%

Only 11% of Chief Data Officers have profit and loss accountability.¹

With more organizations intent on valuing their data, this number should trend higher.

WHAT TO MEASURE



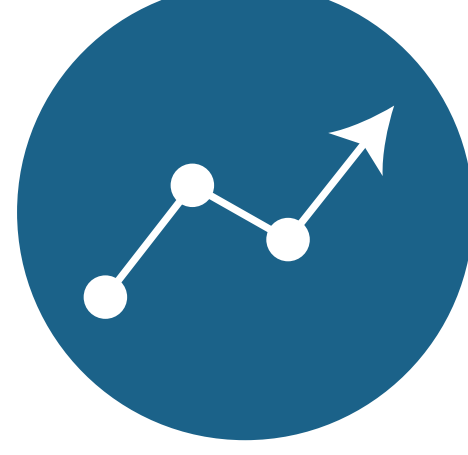
IMPACT

Impact from data programs and practices



VALUE

Value of data as an asset (between 20-60% of the value of the organization)



PROGRESS

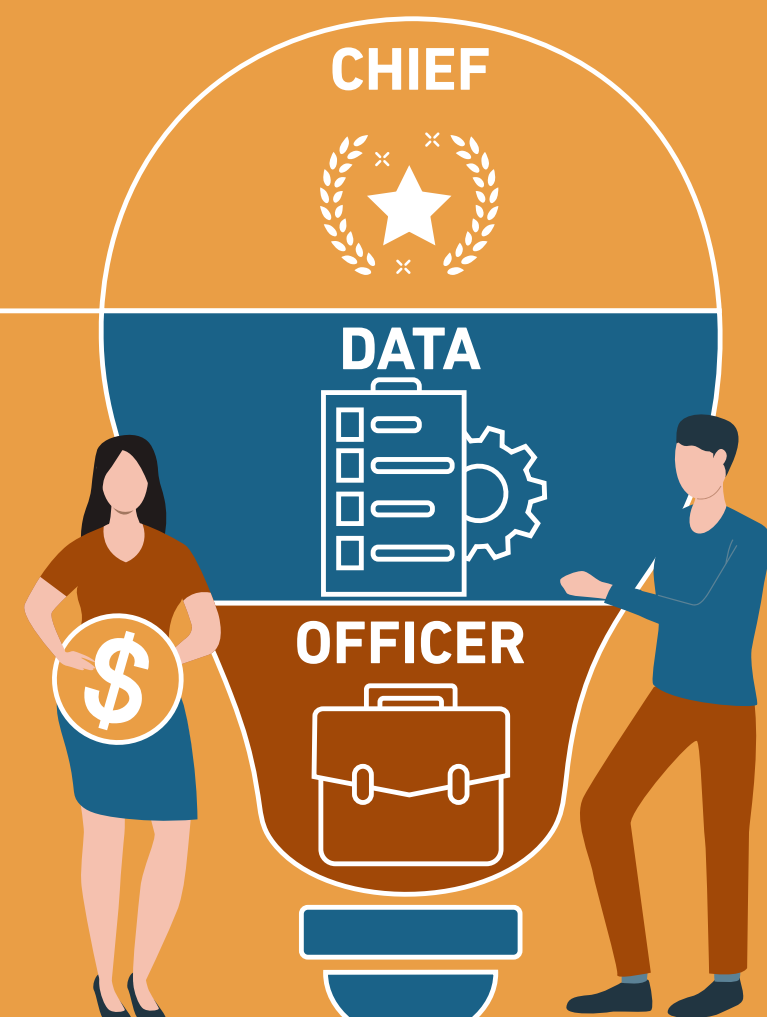
Progress of programs and improvement of the data itself



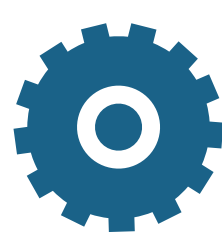
33%

33% of Chief Data Officers say they produce data quality metrics – such as accuracy, completeness, scale and usage.²

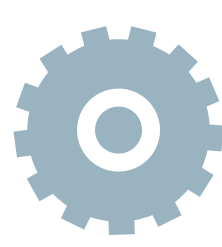
More CDOs should measure data quality and how it impacts business performance.



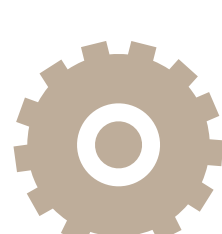
KEY CONSIDERATIONS



Define need for the data and make sure to prioritize according to critical business objectives



Know data's purpose and meaning (what it's worth if you were to sell it or if it was lost or corrupted)



Define and defend the valuation method, making sure executives and stakeholders understand the approach

BIG DATA WILL GET BIGGER

The big data industry will be worth an estimated \$77 billion by 2023.³

\$77 }
BILLION

25%

Only 25% of organizations measure the impact of key information assets.⁴

Measuring data as an asset is fundamentally important to understand what amount of investment is needed to manage and maintain it properly. If you don't know what it means to your business, it's hard to determine how much money is needed to acquire, manage and maintain data.

- Kelle O'Neal
First San Francisco Partners Founder and CEO



Information is your business.
Making it actionable is ours.